

## Message Text

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SUBJECT: ECE-PREPARATORY MEETING FOR 3RD MARKETING SEMINAR,  
23-24 JANUARY.

REF: GENEVA 136

1. BACKGROUND PAPER FOR SUBJECT MEETING JUST ISSUED.  
SUGGESTS THAT BROAD SUBJECT OF LICENSING AND LEASING SHOULD  
BE DELIMITED BY CONCENTRATING ATTENTION ON MARKETING IN  
THE FIELD OF LICENSING AND LEASING AND THAT PROBLEMS OF  
MARKETING OF PATENTS AND TRADEMARKS, FRANCHISING AND  
FACTORING SHOULD BE EXAMINED IN LESS DETAIL OR EVEN BE  
CONSIDERED AT A FUTURE SEMINAR.

2. SINCE THERE IS SUBSTANTIAL EXPERIENCE IN EAST-WEST  
LICENSING TRADE, CONSIDERATION MIGHT BE GIVEN TO NARROWING  
ATTENTION TO A PARTICULAR SECTOR OR GROUP OF PRODUCTS, E.G.  
CAPITAL GOODS.

3. RE LEASING, EAST-WEST TRANSACTIONS ARE A RECENT DEVELOP-  
MENT AND HENCE IT WOULD BE BETTER TO DISCUSS THE WHOLE  
RANGE OF PROBLEMS AND PROSPECTS RATHER THAN CONFINE  
DISCUSSION TO A PARTICULAR SECTOR. AN EXCHANGE OF  
EXPERIENCE ON THE GENERAL SUBJECT MIGHT BE DESIRABLE.

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4. BACKGROUND DOCUMENTS SHOULD BE OF PRACTICAL

CHARACTER, PREPARED BY EXPERTS. THE SECRETARIAT WOULD  
PREPARE A DOCUMENT DESIGNED TO FACILITATE A PANEL  
DISCUSSION OF RECENT CHANGES IN MARKETING CONDITIONS  
AFFECTING EAST-WEST TRADE.

5. A BACKGROUND DOCUMENT AND 4-6 CASE STUDIES MIGHT ALSO  
BE PREPARED. THE BACKGROUND DOCUMENT COULD BE IN TWO  
PARTS EACH COVERING ONE OF THE MAIN TOPICS. AN EASTERN  
AND WESTERN CONTRIBUTION WOULD BE MADE TO BOTH TOPICS.

6. FOUR CASE STUDIES MIGHT BE ENVISAGED AS FOLLOWS:  
(A) SALES OF WESTERN LICENSES IN EASTERN COUNTRIES; (B)  
PURCHASE OF WESTERN LICENSES BY EASTERN COUNTRIES; (C)  
SALES OF EASTERN LICENSES BY WESTERN COUNTRIES; AND (D)  
PURCHASES OF EASTERN LICENSES BY WESTERN COUNTRIES.  
ALTERNATIVELY, A FEW CASE STUDIES MIGHT BE PREPARED ON  
EXPERIENCE GAINED AND PROBLEMS ENCOUNTERED BY PARTICULAR  
EASTERN AND WESTERN COUNTRIES IN MARKETING LICENSES.

7. DOCUMENTATION ON LEASING MIGHT BE LIMITED TO A SINGLE  
BACKGROUND PAPER IN VIEW OF LIMITED EXPERIENCE IN THIS  
FIELD.

8. MISSION WOULD APPRECIATE VIEWS OF COMMERCE  
DEPT ON SECRETARIAT SUGGESTIONS AS WELL AS OFFERS  
WHICH MIGHT BE MADE FOR PREPARATION OF A CASE STUDY  
AND NAMES OF EXPERTS WHO COULD ASSIST IN PREPARATIONS  
FOR AND HOLDING OF SEMINAR. WE HOPE THAT INTERESTED  
FIRMS WILL BE ADVISED OF THE SEMINAR WITH A VIEW TO  
PARTICIPATION AND ASSISTANCE IN PREPARING PAPERS OR  
PROVIDING EXPERTS. ABRAMS

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